Ross Brewer

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Introduction

A qualified UX designer with creative expertise in print and digital, where I've delivered campaigns of varying scale, for a range of high profile clients. I've also worked on ground breaking research and development projects for the prestigious Bill & Melinda Gates Foundation. I began my career as a freelance photographer and videographer.

Experience

Professional Diploma in UX Design, UX Design Institute — Mar 2023 - Oct 2023

- Created a mobile app for a new airline; by utilising and adhering to the full UX design process.

- Conducted heuristic evaluations and gathered research to identify the problem; conducted surveys, competitive benchmarking and usability testing. I understand the importance of collecting a broad range of information, across qualitative and quantitive techniques, in order to gain deeper insights.

- Analysed and refined my data through affinity diagrams and customer journey maps. Before using my findings to create an in depth flow diagram. This allowed me to develop a viable, feasible and desirable solution through my final project; a medium fidelity prototype, with accompanying annotations and usability test.

Head of Creative Services, Ticketmedia & Flexotronix — Jul 2020 - Feb 2023

- Developed visuals for large corporations on a national scale, as well as local businesses on a regional scale, all within fixed, critical deadlines. Liaising both externally to accommodate clients needs, and internally to schedule production. Often critical projects demanded immediate launch dates, where I would successfully turn them around in just a day or two, rather than the standard 10 or 15 working day lead time.

- Created and refined documents covering the entirety of my departments day to day responsibilities and processes, to an ISO standard. Allowing faster and more successful training of staff members.

- I overhauled the companies physical plate storage system and job folder archive, making it much quicker, easier and clearer for staff to retrieve and store essential plates and folders. I also improved the storage conditions, ensuring better preservation, saving the company time and money.

- I worked on high level research and development projects within printed electronics, as part of cross-functional teams, to meticulous detail and critical deadlines, for the Bill & Melinda Gates Foundation. Creating all production files and plates, I also featured in meetings to pitch and discuss constructive feedback for project progression.

Artwork Studio Assistant, Ticketmedia & Flexotronix — Jan 2018 - June 2020

- Created all plates for the company, refining the proofing and plate creation process to ensure less time, effort and money was wasted recreating lost, damaged or incorrect plates and allowing more plates to be made in less time.

- Restructured the entire creative services drive and streamlined my day to day workflows. Allowing me to work more efficiently, and more importantly, take on responsibilities in other aspects of the company; from health and safety, to production and policy creation.

- Managed/updated the company scheduling software. Improved the formatting and visual hierarchy, making it easier to use and reducing lead times on projects.

Technical Producer/Digital Marketing, Ssayy — Jan 2017 - Nov 2017

- Provided technical support for existing clients and created/lead product demos for prospective clients. A demo I created and lead secured our largest new customer of the year.

- Designed and created company documents, brochures and product guides for both internal and external use. Creating all content, whilst adhering to brand guidelines. The external product guides I created reduced the most frequent common questions we would receive from existing customers.

- Created visual content for apps, e-shops and EPOS systems. From logos and icons to backgrounds and product shots. I worked with clients to ensure all corporate branding and company guidelines were professionally incorporated.

References available upon request.

Education

Professional Diploma in UX Design, UX Design Institute (University credit-rated by Glasgow Caledonian University) - 2023

BA (Hons) in Illustration, Portsmouth University - 2013

Skills

- UX: Figma, affinity/flow diagrams, customer journey maps, prototypes, wireframes, Letsview, usability testing, user research surveys and competitive benchmarking
- Web Design: Wordpress, Brizy, Bootstrap, responsive design, web standards
- Graphic Design: Adobe Illustrator, InDesign and Acrobat
- Photography: Digital & Film, Adobe Photoshop and Lightroom
- Videography: Adobe Premier Pro, OBS streaming
- Microsoft Suite: Word, Outlook, Powerpoint and Excel
- Interpersonal Skills: Internal and external communications/liaising
- Proofing: Meticulous attention to detail
- Procedures: Creating detailed procedures to an ISO standard